

FIG. 1

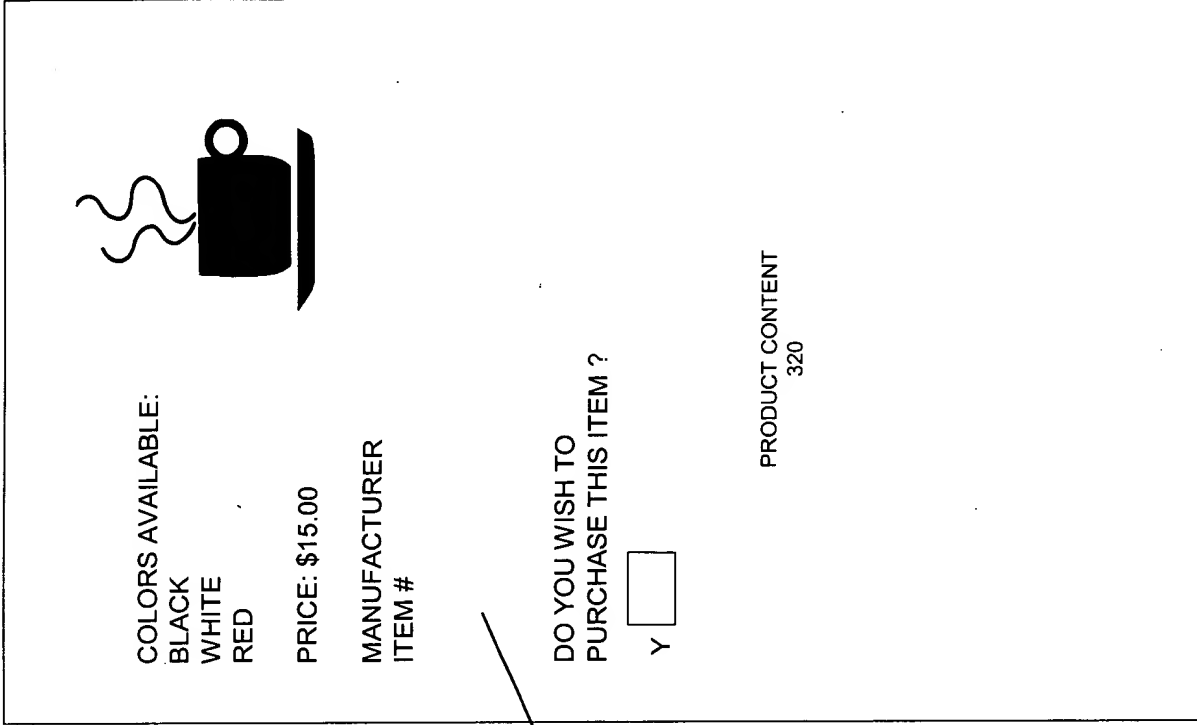
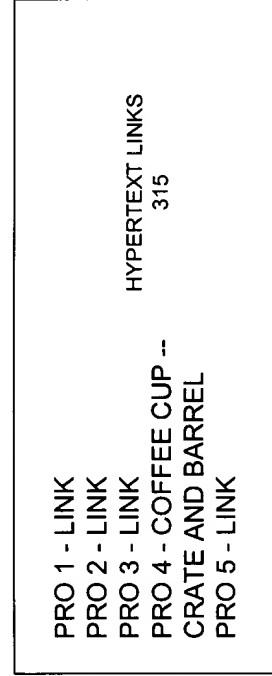
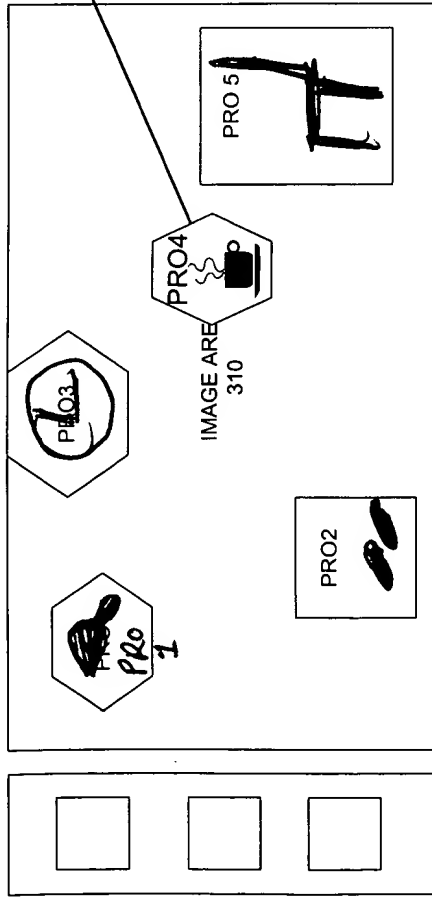
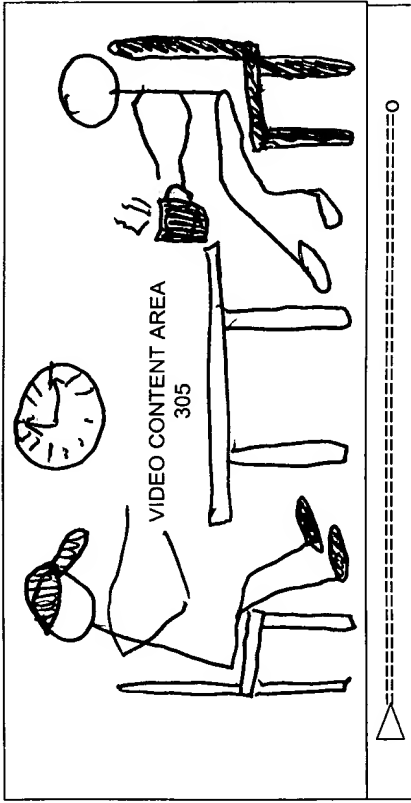


FIG. 2

FIG. 3 is a block diagram of a video content segment structure.

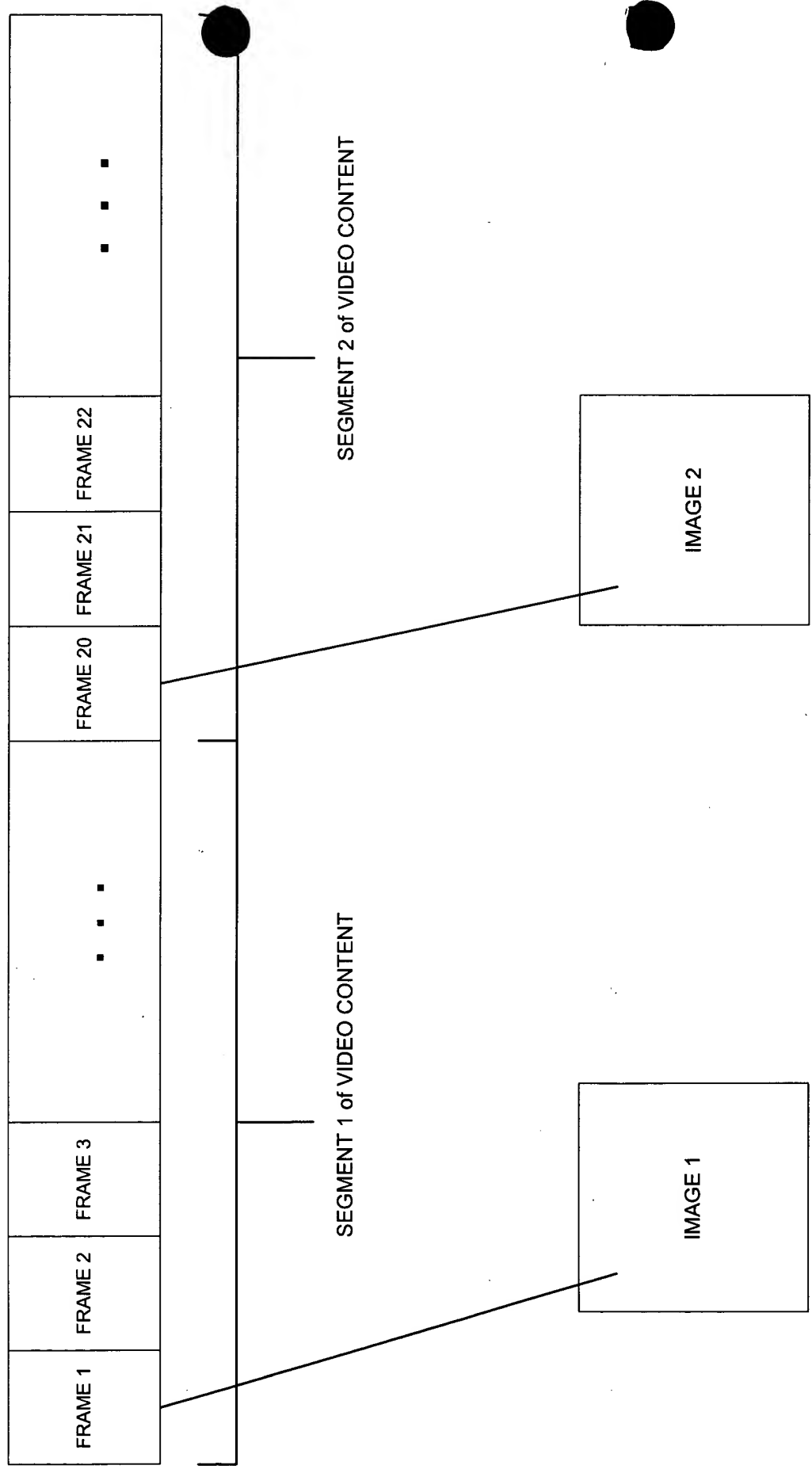


FIG. 3

FIG. 4 is a flowchart illustrating a process for providing video content to a client via a host server and a video server.

CLIENT

HOST SERVER

VIDEO SERVER

SPONSOR

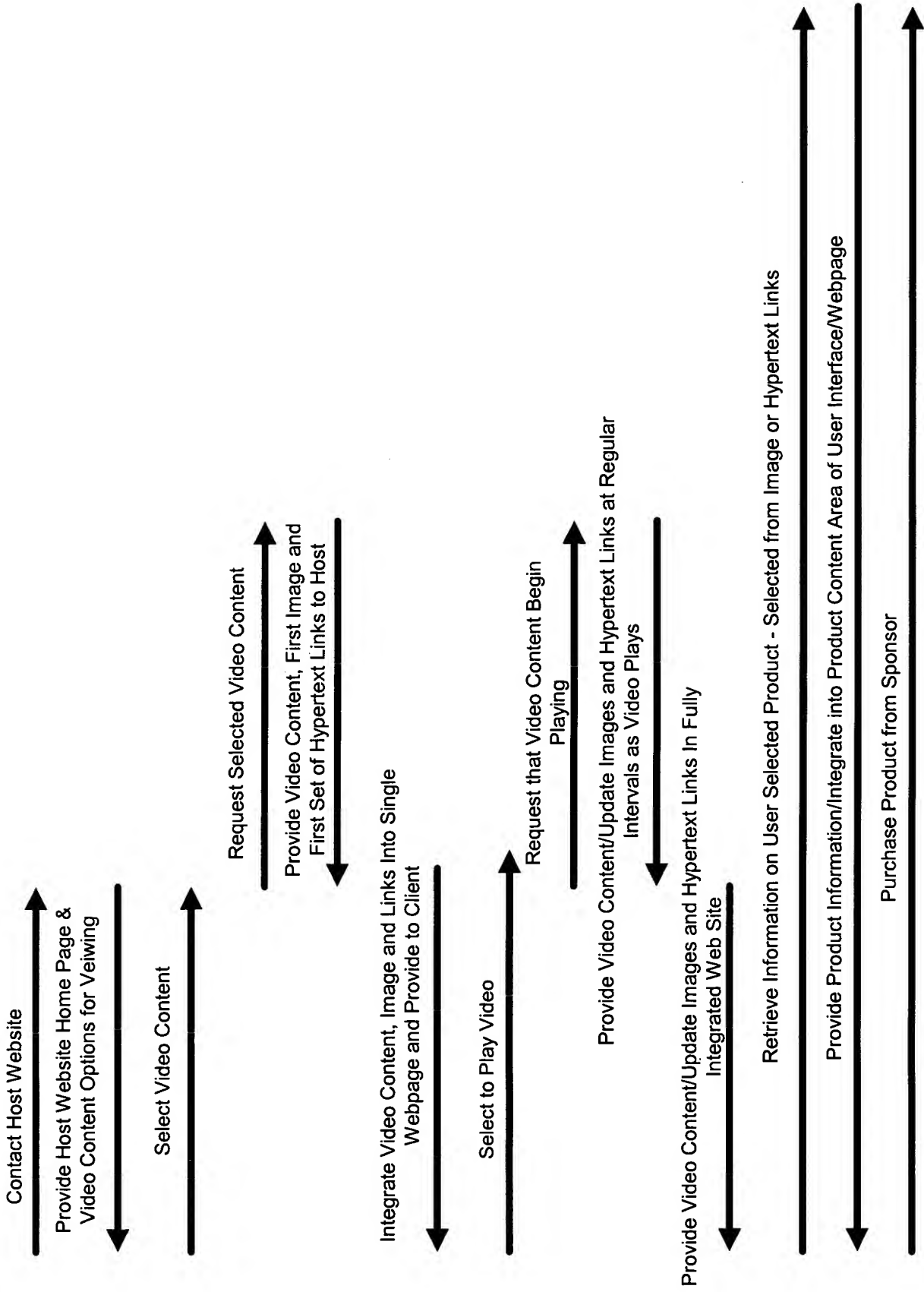


FIG. 4

FIG. 5 is a diagram illustrating a sequence of user actions performed by a user (Jcarr) on a system, showing the progression of events over time.

USER ID	ACTION	PAGE	DATE	TIME
Jcarr	Logged On	Host Webpage	May 9, 2000	4:09:44
Jcarr	Opened New User Interface	Britney Spears Video	May 9, 2000	4:09:46
Jcarr	Clicked on Image	GAP: Red Pants	May 9, 2000	4:10:52
Jcarr	Selected Option to Buy	GAP: Red Pants	May 9, 2000	4:12:52
Jcarr	Logged Off	Host Webpage	May 9, 2000	4:15:34

FIG. 5